

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - a. Total Visits
 - Greater Total number of Visits to platform, greater the probability of the lead converting into a customer
 - b. Total Time Spent on Website Positive contribution
 - Higher the time spent on the website, higher the probability of the lead converting into a customer
 - Sales team should focus on such leads
 - c. Lead Source
 - It is the important feature.
2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?
 - a. Lead Origin_Lead Add Form
 - b. Lead Source_Olark chat
 - c. Last_Activity_Had a Phone Conversation
3. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.

During the 2-month period when X Education is focused on hiring interns and wants to make their lead conversion more aggressive, they can adopt a targeted and systematic strategy to increase their chances of converting potential leads into customers:

- a. **Prioritize High-Potential Leads:** Start by identifying and segmenting leads based on their potential.
- b. **Segmentation and Personalization:** Divide the high-potential leads into smaller segments based on relevant criteria such as industry, location, job title, etc. This enables the sales team to tailor their approach and messaging to the specific needs and interests of each segment.
- c. **Data Enrichment:** Gather as much information as possible about the leads from various sources, including social media profiles, professional networks, and company websites. It can help personalize the conversation and build a stronger connection.
- d. **Multichannel Approach:** Utilize multiple communication channels to reach out to leads. In addition to phone calls, consider using emails, social media, and messaging apps. A multichannel approach increases the chances of getting in touch with leads and allows them to engage through their preferred communication channel.

- e. **Script and Training:** Develop a compelling phone script that highlights the benefits of X Education's offerings and addresses potential concerns. Train the sales team to handle objections, answer questions, and provide value during the conversation.
 - f. **Monitoring and Analytics:** Implement robust tracking and analytics tools to monitor the performance of the strategy. Measure conversion rates, engagement levels, and other relevant metrics to assess the success of the campaign and make necessary adjustments.
4. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.
- a. **Review and Update Lead Segmentation:** Analyze your existing leads and segment them based on their stage in the buying cycle, industry and interests. This segmentation will help identify leads that are more likely to convert during this period and those that may require more nurturing.
 - b. **Personalized Outreach:** Instead of making mass phone calls, adopt a more personalized approach for communication. Craft targeted emails or messages that address the specific needs and preferences of each lead. Personalization shows that you value their individual requirements.
 - c. **Segmented Follow-Up Calls:** While the focus is on minimizing phone calls, there might be cases where a phone call is necessary, such as high-potential leads or leads that have shown recent engagement. Prioritize these calls and tailor them to address specific needs or concerns.
 - d. **Gather Feedback:** Encourage leads to provide feedback on their experience with your company, products, or services. This can be done through surveys, feedback forms, or casual conversations. Their insights can help shape future strategies.